

Automotive Daily News



Vol. 1. No. 85. Copyright 1925 by Automotive Daily News Publishing Corporation NEW YORK, MONDAY, DECEMBER 28, 1925 Application for entry as second class matter N. Y. 10 Cents, \$12 Per Year

BRAZIL TAKING ADVANTAGE OF RUBBER DEARTH

**Reported Demanding
Excessive Prices for
Raw Product**

Special from A. D. N. Washington Bureau

WASHINGTON, Dec. 26.—Coincident with the fight launched by Secretary of Commerce Hoover against the British rubber monopoly, it is revealed that Brazil is demanding excessive prices for crude rubber.

Vice Consul Edward B. Kirk at Manaus advised the Department of Commerce today that high prices obtainable for crude rubber products are giving trade in the Amazon an activity that has not been experienced since the former prosperous period of 1910.

The United States markets continue to consume the larger part of rubber exported, says Kirk, and to show a great interest in the Cancho Ball grade. The market for Balata continues to be confined largely to Europe.

The declared exports to the United States during the September quarter, 1925, shows an increase of \$1,817,370 over that of the same period last year. This increase is due to the much higher prices obtained this year for rubber products. Exports to Europe during the same period show little difference as to tonnage but an abnormal increase in value. This increase is also due to the high prices obtained for rubber.

Secretary Hoover was advised today that the National Automobile Chamber of Commerce is backing him to the limit in his fight to break the British rubber monopoly.

Factories are sending word to 50,000 dealers throughout the country advising them of the full details of the situation and asking their aid in the "stretch your rubber" movement.

The Department of Commerce was advised today that Charles Clifton, president of the N. A. C. C., has appointed Alvan Macauley, president of Packard; H. M. Jewett, president of Paige-Detroit, and H. H. Rice, assistant to president, General Motors, representing the automotive industry, as the committee in charge of the motor manufacturers' campaign, to work with Secretary Hoover in the campaign.

Harvey S. Firestone, P. W. Litchfield, Jacob Pfeiffer, W. Rutherford, William O'Neil and other rubber officials are expected to testify before the House Committee on Foreign and Domestic Commerce, which will conduct the rubber investigation beginning about January 5.

STANDARD TRAFFIC MOVEMENT SPREADS

Special from A. D. N. Detroit Bureau

Detroit, Dec. 26.—L. J. Van Schoick, director of the safety and traffic department of the Detroit Automobile Club, reports that up to date an even hundred municipalities in the state have ratified by competent authority the standard traffic ordinance recently adopted by the convention at Grand Rapids.

Biggers Draws Big Dodge Appointment

Toledo, Dec. 26. — John D. Biggers, vice-president and general sales manager of the Owens Bottle Company, with headquarters in Toledo, will become managing director of Dodge Brothers (Britain) Ltd. interests in England. The announcement was made Thursday by Robert C. Graham, vice-president and general sales manager of Dodge Brothers, Detroit. The appointment is effective January 1. Mr. Biggers will sail for London, January 29.

HUGE INSURANCE CONTRACT CLOSED

**Studebaker Employees
Reap Benefit of
Underwriting**

South Bend, Ind., Dec. 26.—As a Christmas offering to its 25,000 employees, President A. R. Erskine of the Studebaker Corporation and subsidiary companies has announced that the corporation has closed a contract for an operative insurance policy, one of the largest single premiums in the history of insurance.

All active executives and employees of Studebaker plants and offices throughout the world are eligible regardless of age or sex. No medical examination is required. Premiums paid by employees will be only a fraction of what similar insurance would otherwise cost them.

The insurance is unusually complete, covering not only death, but also accident and sickness. It supplements the already extensive co-operative activities which make the relations of Studebaker and Studebaker employees distinctive. These include pensions, vacations, "dividends on wages" and opportunity to purchase stock. This insurance is over and above that provided by the workmen's compensation laws of the various states.

It is estimated that the total amount of life insurance under this plan will aggregate \$40,000,000, the accident insurance \$40,000,000, and the weekly benefit insurance \$6,000,000. An individual policy will be issued to every employee participating in the plan. The contract is with the Travelers' Insurance Company of Hartford, Conn.

In announcing this addition to Studebaker's co-operative work with employees, President Erskine said:

"In arranging for this insurance the corporation was able to use its great negotiating and buying power in the interest of its employees. We were able to obtain very low premium rates in one of the best companies which will render first-class service. The merits of the insurance are apparent, and, as practically all of our employees can afford to carry it, we anticipate a great success for the plan. Employees who want the insurance will be expected to make written application for it, and such action will be wholly voluntary on their part."

BUICK PRODUCES 1,500,000TH AUTO; IS SPEEDING UP

**Average of 20,000 Cars
A Month Maintained
Since July**

FLINT, Mich., Dec. 26.—The Buick Motor Company on December 16 produced its one and a half millionth automobile, it was made known today by E. T. Strong, general sales manager.

"The history of the Buick Motor Company is the history of constant expansion in order to keep pace with the demand for Buick cars," he said. "Since the first Buick was built over twenty years ago, the factory has been forced to meet an ever increasing production schedule. The public has made this necessary by turning to Buick for its motoring needs in greater numbers each year."

"This public preference has accumulated steadily. It took only two years and nine months to build the last half million Buicks, which were finished December 16. The first million Buicks were finished March 22, 1923, in approximately eighteen years."

"The last hundred thousand Buicks were built in the last five months. Under present production it will take only a little over two years more to reach the two-million mark. While the first million Buicks took eighteen years to build, the second million, according to present production, will take only four years and ten months. The plant is being operated at capacity."

"The company is spending \$2,000,000 in an expansion program to increase production to 1,200 cars a day and 300,000 cars a year. The new models introduced in August met such an enthusiastic reception that a new production record was set in October, when 23,000 cars were shipped from the factory. An average production of 20,000 cars has been maintained since July."

Passenger Planes On First Flight

Detroit, Dec. 26.—Detroit's first driveway of passenger airplanes for public transportation left Dearborn airport Saturday morning, en route for Florida, where, as already announced in the Automotive Daily News, they will be the first to be put in service by Florida Airways, Inc., running between Miami and Tampa.

Major W. A. Robertson, who is manager in charge of operations for the new line, will head the flock. The trip will be made via Dayton, Louisville, Nashville, Montgomery and Tallahassee. The four planes are named Miss Tampa, Miss Miami, Miss Fort Myers and Miss St. Petersburg.

GAS TAX COLLECTION IN INDIANA HEAVY

Evansville, Ind., Dec. 26.—A total gasoline tax of \$269,064 based on sales of 8,968,800 gallons, was collected for the year, according to report of Ben Bartlett, state oil inspector for Vanderburgh county, first district.

Slight Decline in Detroit Employment

Detroit, Dec. 26.—Industrial employment here decreased 1,893 last week from the preceding week, to 257,896. This compares with 198,031 employees a year ago and a high this year of 268,786, reached the middle of November.

OAKLAND MOTOR CO ENJOYS BIG YEAR

**Sales Totals Second to
Peak Year Since War;
To Increase Output**

Special from A. D. N. Detroit Bureau

Detroit, Dec. 26.—In the year soon to close the Oakland Motor Car Company will have enjoyed the second greatest sales year in its history, being exceeded only by the boom year following the late war.

The production and sales this year are approximately 26 per cent. greater than during 1924. Sales of the new Oakland Six have broken monthly records since the car was introduced toward the last of July. During the last five months of the year more than 60 per cent. of the total year's production and sales were made.

In Detroit, Chicago, Cleveland, Pittsburgh and other cities throughout the country the Oakland Six enjoyed the greatest business in its history. During the month of October all previous monthly records for production and sales were shattered.

Production schedules had to be revised a month after the new Oakland Six was announced and daily output was increased very rapidly until 375 cars a day were being turned out late in the fall, which was the maximum capacity.

When production capacity had been reached \$750,000 was expended for more equipment to permit a daily production of 500 Oakland Six cars, which schedule will be reached early in spring. This is in addition to capacity required for the new General Motors Six, which will be produced and distributed as companion car to the Oakland.

Canada May Cut Duty on Autos

Montreal, Dec. 26.—If the present government succeeds in holding office through the session and brings down the budget, prospects are that at least one reduction in duty will be made. It will be on motor cars and vehicles which now enjoy protection of 35 per cent.

Many suggestions to that effect are being received. One argument put forth is that Canadian motor factories are largely assembling plants for United States concerns, and disparity in price on two sides of the line is attributed in part to the tariff.

Last year such a proposal was discussed in government caucus, but was particularly resisted by two Liberal members representing constituencies where the motor industry is very large. Both seats went strongly Conservative in October. A progressive amendment last session calling for a cut in this duty was defeated, but met with some Liberal support, besides a few Conservatives, including Hon. J. B. M. Baxter.

RUBBER OUTPUT SOARS DESPITE LOFTY PRICES

**High Cost of Crude
Product Fails to
Check Activity**

AKRON, Dec. 26.—High cost of crude rubber is no longer the factor that it was a few weeks ago in automobile tire production. Though sales continue at high levels, most of the tire manufacturers curtailed their production during October and November in an effort to conserve depleted stocks of rubber and possibly force down the price.

Elimination of "spring dating," or the practice of making shipments to dealers on pre-dated orders, was another measure designed for the same purpose.

Demand for tires and other manufactured rubber goods has been so heavy for immediate delivery, however, that production has been abnormally high during the final quarter. Business so far this month has broken previous records for December in the tire industry.

It is believed that high priced rubber is here to stay, the manufacturers are no longer worrying particularly over the cost. It has been demonstrated that the market cannot be depressed by artificial means.

Recent announcement of the British Colonial office that restrictions on rubber would be lifted February 1, has had virtually no effect.

Most of the rubber companies in this district and elsewhere have decided to operate their plants at capacity if necessary to take care of current business.

Goodyear Tire and Rubber Company, now the largest single tire producer in the world, has been increasing its operations, and the Akron plant is turning out close to 35,000 tires a day. Production is likely to reach 40,000 daily by the first of the year.

Goodrich, Firestone, Miller, General, Seiberling and other companies have been gradually increasing their output of tires in the past few weeks.

Practically all the rubber companies are preparing for a banner year in 1926 by building additions and making improvements to their plants. Nearly \$5,000,000 is being spent this year on expansion.

MCLAUGHLIN MANAGER TRUCK-BUS TIRE CORP.

New York, Dec. 26.—J. R. McLaughlin has been appointed vice-president and general manager of the Truck-Bus Tire Service Corporation, succeeding E. F. Parker, who has been named Western division sales manager of the Firestone Tire and Rubber Company.

NOTICE

THE Automotive Daily News will not publish on New Year's Day. The commercial car registration table which is scheduled for Friday, will be printed in the following Monday issue.

Tire Dealers Interested In Time Payment Plan

NEW YORK, Dec. 26.—The keen interest being shown by tire dealers in time payments is largely because the scheme apparently offers an easy method of increasing sales at a time when business is naturally dull and when successive price raises during the past year have tended to slow up normal buying, said George J. Burger, secretary of the National Tire Dealers' Association, in discussing the advisability from the dealer's standpoint of selling tires on the plan.

Lively discussion of the system was entered into by delegates to the recent convention of the association in St. Louis, but no general conclusion was reached. A number of dealers who had given time payments a trial reported favorably on their operations up to that time.

Among the dealers who told the convention of their experiences with time sales of tires were men from the Pacific Coast, the Middle West, the South and the East. Workings of the various plans were explained and from a summary of these several facts stand out:—

First, a good-sized initial payment was asked in most cases, this being usually one-third of the list price. There were some cases where only 25 per cent. was required, but there were no authenticated examples of anything like "a dollar down and dollar a week."

Secondly, payments were not allowed to extend over a very long period, twelve weeks being the maximum, with ten weeks more common. One plan of a large Middle Western dealer stipulated one-third-down, one-third in thirty days, and the other third in weekly payments up to ninety days.

Thirdly, large mark-ups appeared to be the rule. One dealer found it necessary to increase the price of his tires 100 per cent. when selling on time. Others went to a 50 per cent. increase.

Mr. Burger declares that the desire to adopt some sort of a deferred-payment plan may lead to disastrous results if dealers look only on the attractive side of the picture and fail to guard themselves against the pitfalls that exist. Although it is true that a good many dealers are having success with time sales, there are a number who have been led into serious difficulties by the practice.

Before starting out to extend credit on an extensive scale, Mr. Burger advises dealers to think over these aspects of time selling:—

It is practically impossible to conduct a tire business where credit is extended on the basis of a single price scale. As he sees it, there must be three distinct prices, a cash price, a thirty-day price and a time-payment price. Here, at the outset, is a rather confusing state of affairs.

More capital is needed to operate a credit business than a cash business. Take, for example, a tire dealer selling \$10,000 worth of tires a month. Under the credit plan, where he has to wait three months for his money, he may have as much as \$20,000 outstanding at one time.

Considerable risk is involved in selling tires on time. Suppose something happens to a tire before all the payments are made. Is it likely that the buyer will continue to pay when he does not consider the goods satisfactory?

Then, again, the dealer's legal rights in getting redress when the buyer defaults on his payments are somewhat beclouded. Take, for example, the case of a man buying tires for a car that has not yet been paid for. If he falls down on the car payments the car dealer takes the car. What happens to the tires which are not paid for either? Some states uphold the car mortgage as a prior lien and leave the tire dealer in the lurch.

For all these reasons, Mr. Burger believes that tire dealers should be wary before committing themselves to a credit program. He does not condemn time payments, but he thinks there are distinctly two sides to the question.

On the score of solid tires, however, he believes that there is a

AUTO INSURANCE COMPANY PLANNED

Preliminary Steps Are Taken at Conference, Is Report

New York, Dec. 26.—The formation of a large automobile insurance organization through the combination of working capital by various automobile companies is reported under way following conferences in New York and Detroit during the past week.

While no definite details have been given out regarding the nature of discussions at these meetings, it is known that the insurance plans adopted by the Chrysler, Dodge and other companies have been taken up at considerable length with a view of weighing their relative merits and for the most part were decided to be insufficient in their scope to include the future operations of automobile makers.

The principal objective of this proposed organization is said to be first of all complete coverage of cars sold on the partial payment plan in order that insurance charges may be thoroughly standardized. In addition reduction of insurance rates also is desired by the manufacturers, it is stated.

While the Ford Motor Company has been mentioned in connection with this proposed insurance organization, it is stated at the executive offices of the company that there is little or no possibility of any such action, from the fact that it would be contrary to the Ford policy of working out developments of this kind independently of any other automobile companies.

Completion of successful efforts in bringing together automobile makers into an insurance organization is dependent largely upon the work of the American Automobile Association and the National Automobile Chamber of Commerce, especially the latter body, which has interested automobile manufacturers in the possibilities of such a joint undertaking through the appointment of a committee to make an investigation of insurance rates with a view to obtaining possible reductions.

With extended plans for the development of motor bus and airplane production upon a large scale in the Detroit territory an insurance organization which will eventually cover these classes of risks also is cited as an outstanding need.

need for some sort of selling aid to help dealers who market this type of tire. Buying solids is now an expensive proposition for the truck operator. To equip a big truck with new solids all around costs in the neighborhood of \$1,000, he states.

Consequently, truck tire dealers are feeling considerable sales resistance. Some form of credit extension would seem to be necessary to the continued prosperity of this class of dealer.

In this field, he thinks, there is opportunity for reputable finance companies to lend material aid and at the same time work up a profitable business for themselves. Such financing would help both the truck tire dealer and the truck operator at no sacrifice of sound business principles, Mr. Burger believes.

A GOOD TIME WAS HAD BY ALL! Charles W. Nash, president of Nash Motors, distributed \$550,000 as Christmas bonuses to 13,000 employees of the Milwaukee, Racine and Kenosha plants. Photo shows Mr. Nash and Emil Gottschlik, veteran employee, at the head of the procession at Kenosha.



Ford Employees Get 8% on Savings

Special from A. D. N. Detroit Bureau
Detroit, Dec. 26.—Employees of the Ford Motor Company at Dearborn were made happy today by the announcement from headquarters that 8 per cent. on the amount invested in employees' saving certificates would be paid shortly after the first of the year. A similar amount was paid in July, so that employees will have made a very handsome return on their investment. There are at present almost 27,000 holders of these certificates.

OREGON LICENSE LAW ATTACKED

Bus and Truck Operators Claim It Is A Toll Measure

Portland, Ore., Dec. 26.—The promised suit charging that the new Oregon motor vehicle license law is toll law, and thus a violation of the Constitution, was filed in Federal Court here this week by twenty-six truck and bus companies.

An order restraining the secretary of state from collecting fees under the new law is sought.

W. H. Crawford, Seattle attorney, representing the Portland-Hood River truck line, the Interstate Truck Service, and the Alert Transfer and Storage Company, signed the complaint.

The Federal Rural Post Road act prohibits the taking of tolls on the highway, the suit maintains, and the Oregon law, which charges different license fees for cars of different weights, is alleged to be in fact nothing more than the collection of tolls.

Violation of the Oregon law by failure to pay the license is punishable by arrest and fine or imprisonment, the complaint sets forth. It adds that money collected through the license goes to the construction and repair of highways, and is identical in many ways to a toll charge.

The Rural Post Road act, which was passed by the Federal Government in 1915, and the Federal Highways act, which went through in 1921, both prohibit such tolls, it is maintained. Koze explained that the filing of the suit would have no effect whatever on the collection of license fees for 1926 until the suit has been determined. A suit recently filed in the Federal Court in Portland is directed at the collection of the state tax on gasoline, which, as does the license money, goes into the construction and repair of public highways.

INSURANCE PLAN IS CONSIDERED

Studebaker Sales in Wis. to Include Policies

South Bend, Ind., Dec. 26 (U. T. P. S.).—An inquiry has been started by W. Stanley Smith, Wisconsin insurance commissioner, into the plan of the Studebaker Corporation for writing insurance on automobiles when the cars are sold, it was officially stated at Madison, Wis., Thursday.

According to Mr. Smith, "the Studebaker Corporation plans to offer insurance on all new cars, sale of which is financed by the Industrial Acceptance Corporation of Indiana, with offices in South Bend. The insurance is to be carried by the Home Insurance Company of New York, licensed to do business in Wisconsin."

"When the purchaser gets his car it is automatically insured, despite the fact that the Wisconsin agents of the Home Insurance Company have taken no part in the solicitation or placing of this insurance. This is all done by Studebaker agents, who are not licensed to do business for authorized insurance companies in this state."

Mr. Smith has notified the Wisconsin agents to take the matter up with the home company and if there is any doubt it should get in touch with his department. In the meantime Smith has ordered no such transactions in Wisconsin on Studebaker sales.

Illinois Auto Club Out Of Insurance Business

CHICAGO, Dec. 26.—The automobile insurance business has been divorced from the activities of the Illinois Automobile Club. The movement, said to be the first step in the organization of an enlarged Chicago club for the promotion of purely social and service interests among motorists, came at a mass meeting of the club's inter-insurance exchange.

At the meeting representatives of the 4,000 policyholders in the exchange voted to reinsure themselves in mutual insurance companies and to continue the club itself without this commercial angle. Hugo Meyer, manager of both the exchange and the automobile club, retained his management of the insurance division. He announced present policyholders would be reinsured without extra cost.

The 12,000 members of the club proper, many of whom are policyholders, will retain their club membership and continue to receive its towing, emergency, repair,

WILL COMBAT PROPOSED BILL

Truck Men Organize to Oppose Federal Regulation

New York, Dec. 26.—After a meeting at the Columbia University Club, Theodore D. Pratt, chairman of the Truck Users' National Conference, called attention to the widespread effect that the proposed bill to regulate motor truck interstate commerce, introduced in the Senate on December 16 by Senator Cummins of Iowa, chairman of the Interstate Commerce Committee, would have on the motor trucking industry.

"The motor carriers are divided into two classes, said Mr. Pratt. Class A—those operating over regular routes between fixed termini, and Class B—comprising all the others.

"This bill requires a certificate of public convenience and necessity from operators of motor vehicles engaged in interstate commerce, and as it specifically states that the fact that a business is a going business at the time this act becomes effective, shall not be considered as proof of public convenience and necessity, it places in the hands of the regulatory bodies power to put a truck operator out of business regardless of how long he has been engaged in it. Such action can amount to confiscation and is an attempt to drive the independent truck operator off the public highway and permit the railroads to obtain a monopolistic grasp upon them.

"A request has been sent to Senator Cummins asking for postponement of the hearings on this bill, which are scheduled to start on January 11, and we expect to get a favorable reply, as we do not believe Congress will be stampeded into passing any such drastic regulatory measure without giving the truck user a fair chance to present his side of the case."

A committee was formed to confer with the motor bus interests for the purpose of separating the trucks from the buses in the proposed regulation, and preparations were made for the printing and distribution of 25,000 copies of the bill to those whose interests will be adversely affected. Mr. Pratt is chairman of this committee, John M. Meighan of the American Automobile Association, Washington, D. C., is secretary, and Buell G. Miller, president of Miller North Broad Storage Company, Philadelphia, is treasurer.

NEW REPRESENTATIVE

Evansville, Ind., Dec. 19.—Beginning January 1, the Schlensker Auto Company, Gray and Gardner distributor, will be represented by G. M. Grismore as wholesale field representative for the Tri-State territory.

Easy Financing Worries Kansas City Dealers

KANSAS CITY, Dec. 26.—Motor car dealers of Kansas City are closing up a year of general prosperity with a good outlook for the early months of next year, but back of the notes of optimism and predictions of big business ahead two questions are giving them much food for thought, if not worry. They are:—

What is going to happen in the way of price reductions, and what is going to happen in the way of new financing plans?

The first question is giving the dealers less concern than the latter, for, in the new easy financing plans that are being announced they see added trouble in the "sore spot" of the motor car business—the used car sales problem.

"What is the dealer to do when he now can sell a new car for a smaller down payment and less a month than we can sell a used car?" A dealer for a company that recently announced a more liberal payment plan, asked. "I can't talk out loud" as my ideas are in conflict with those of the manufacturer, but I believe that the more liberal policy in payments on new cars means trouble for the dealer."

And this same fear is expressed by many other dealers and salesmen, who declare it will be necessary for them to meet the more liberal terms to compete on new sales.

"It looks as if the manufacturer is going to leave the dealer holding the sack," one dealer declared.

Dealers also fear that the price cuts announced the last few months, with rumors of more coming, may have a tendency to cause prospective buyers to "hold back" in the hopes of obtaining a better price. "The prospects never were better for a big business after the first of the year," a leading dealer said, "but the new elements that are confronting us may spoil that. The economic conditions justify expectations of a big business and I do not believe that the 'saturation point' is anywhere near, but we're facing some serious problems within the industry."

Good Holiday Trade In Elizabeth, N. J.

Elizabeth, N. J., Dec. 26.—Elizabeth dealers, as a whole, reported good business deliveries during the holiday season. Dealers feel that there is every indication that sales for December will equal if not better the amount of business transacted last month.

Winter Fails to Check Sales in Oregon

Eugene, Ore., Dec. 26.—Although winter is in full swing, the demand for both new and used automobiles is heavy, with some dealers actually setting sales records for the year. The used car market has been greatly stimulated by a series of "sales," in which a majority of the dealers have taken part, and the stock of second-hand material is at a low ebb.

Most dealers are now having little difficulty in obtaining their quota of new cars, an dthis fact has greatly aided them in holding up deliveries to a high mark.

Few Autos Bought For Xmas in Beaver

Beaver, Pa., Dec. 26.—Stockings in western Pennsylvania were evidently too small in Santa's opinion to store automobiles, there being practically no buying of new cars for Christmas delivery. Actual sale for the past week show about a 20 per cent. drop below last year.

Used car stagnation and price drop expectancies are blamed.

Converts Old Ford Into Ideal Radio

Yoakum, Tex., Dec. 26.—That parts of an old Ford car may be put to other uses than rebuilding a car has been proved by James Orzark, a farmer living near here, who has made a satisfactory radio receiving set from parts of his old Ford and a few additional parts for which he spent only \$4.50. On the first try-out of the set, recently completed, Orzark heard Atlanta, Ga., and Oakland, Cal. He is so pleased that he expects to see what results can be obtained by the use of a few Packard parts.

Used Car Week to Be Semi-Annual Albany Feature

Albany, Dec. 26.—Automobile dealers of this city, co-operating in Used Car Week, increased the sale of used cars 100 per cent. over the last two months. The innovation, tried out here recently, proved to be so successful that the dealers, all members of the Albany Automobile Dealers' Association, have decided to hold Used Car Week twice a year. Virtually every participating dealer, reports indicated, experienced an unusual demand for used transportation, and was enabled to reduce used car stocks to a minimum.

"The Used Car Week was so successful that we intend to hold it twice a year, and the next 'week' will be observed in the spring of 1926," H. S. Ackerman, sales manager of the E. V. Stratton Company, Hudson-Essex dealer, who was chairman of the Used Car Week committee, told a representative of the Automotive Daily News.

"I have no reports available to show just how many cars were sold, but I do know that sales were increased 100 per cent. over the last two months. The Stratton company alone sold thirteen cars, and I am sure the other dealers did as well."

"In fact, so successful was the trial that we not only will observe the week again in the spring, but the same committee will be in charge."

A committee headed by Mr. Ackerman made plans for the week in advance. It was well advertised in the newspapers and every dealer had "special" bargains to attract would-be purchasers. Advertisements not only appeared in the press in advance, but dealers took quarter pages or more daily during the sale to tell the public of their offered bargains.

Active with Mr. Ackerman on the committee were William Meehan of the Franklin-Klett Company, Franklin dealer; A. L. Sager of the W. A. Carpenter Company, Oakland dealer; Lawrence Clarke of the Clarke-Leu Company, Pierce-Arrow dealer, and Charles H. Touhey of the Orange Motor Company, Inc., Ford dealer.

Chandler seems to be the lone exception. Paul H. Stettler estimates his sales at about 20 per cent. gain over last year the same week, and with the first three weeks of December ahead of all of November. He accounts for this, however, entirely by extra effort put forth, and factory co-operation in the matter of local newspaper advertising.

Good Location Not Essential, State Springfield Dealers

SPRINGFIELD, Ill., Dec. 26.—Rents paid by various automobile firms in Springfield run from a little under 2 per cent. up to 5 per cent., with a majority of firms in the 3 and 4 per cent. class.

E. L. Hoffman, manager of the Illini Motor Company, Star and Durant dealer, says: "In my opinion rents for automobile firms should not run higher than 5 per cent. of the gross business. Ours will not be that much, in fact, it is quite a good deal under that amount. As the amount of business increases, the percentage allotted to rent should be considerably less."

Robert E. Hatcher, Jr., Dodge Brothers dealer, says: "Our rent will run us less than 2 per cent. That is based on gross sales for the year. It is my opinion that a beautiful salesroom in a fair location is much more desirable than a fair salesroom in a good location. Customers generally will seek out the firm selling the car they are most interested in, regardless of the location of the salesroom."

Lowell T. Sudduth, Studebaker dealer, states: "Our rent will run between 2 and 2 1/4 per cent. It is my opinion that it should not run much higher than that. In regard to the matter of location, it seems to be a demonstrated fact that the dealer has to seek out the customer rather than the customer finding the dealer. A good location is not particularly advantageous if it costs a tremendous price to keep it. A well-kept showroom in a location that is not right downtown will be just as profitable in the end as a 'perfectly located' room that eats up all the profits in rent."

C. R. Constant of Constant & Groves, Chevrolet dealers: "Our rent will run somewhere in the neighborhood of 3 to 4 per cent. on our gross business. Our show-

Used Cars Fast Piling Up on Buffalo Dealers

BUFFALO, N. Y., Dec. 26.—The used car situation, according to President Bull of the Automobile Dealers' Association of this city, is rapidly placing a number of dealers in a precarious position and unless more care is used in the appraisal and purchase of trade-ins the results may be serious to the trade next year.

Mr. Bull has made a careful study of the local situation and speaks with authority and knowledge. The automobile dealer, he says, must realize that selling cars is based on the same fundamental principles as selling any other kind of merchandise.

Methods that would be bad merchandising in any other line are bad for the automobile business.

Because of the thirst of some dealers to make sales when the selling season on new cars is not brisk, as at present, Mr. Bull points out, prospective buyers who shop around get an erroneous impression of the trade-in value of their used cars and play one dealer against another until some one gets badly stuck—but not the customer.

The results are that trade-ins are taken at such a price that they cannot be offered for sale at an attractive price and do not move readily.

Used car stocks are consequently piling up and the market is likely to suffer from an oversupply in

the near future unless the present rate of accumulation is lessened, the Buffalo association's head believes.

Situation Improves In Spokane, Wash.

Spokane, Wash., Dec. 26.—The used car situation is healthy in Spokane at present, stocks being reported low by many distributors and dealers, although several have fair sized stocks on hand. Compared with a year ago the situation is much improved, the tendency having been toward lower prices, which resulted in moving more old stuff, especially during the past few months. Auto row is in good condition to meet the anticipated spring business when a large influx of trade-ins must be anticipated.

Topeka Reports Good Used Car Trade

Topeka, Dec. 26.—The drop in new car business has not disturbed the used car market, a survey of the used car yards and garages shows. The demand, though less than early fall, is still constant and an upward trend in prices has been the result of fewer used cars. The slackening of the supply of used cars is the only effect of the new car business as 80 per cent. of new car business here involves a trade-in.

for Economical Transportation



Many people who received money for Christmas are investing in a Chevrolet 6% Purchase Certificate. Bankers tell Chevrolet dealers and their prospects that this is a thrifty, business-like and profitable way to pay for a new automobile.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring	\$525	Coupe	\$675	Commercial Chassis	\$425
Roadster	525	Coach	695	Express Truck Chassis	550
		Sedan	775		

ALL PRICES F. O. B. FLINT, MICHIGAN

QUALITY AT LOW COST

WHITE STAGE CO. OWNS BULK OF FLA. BUS LINES

Buffalo, Dec. 26.—Fred Van Dyke of the Van Dyke Transfer Company, Inc., has returned from Florida where he recently consummated a deal whereby the White Stage Lines acquired the Jacksonville-Miami Bus Lines. The equipment included about ninety buses. Approximately \$250,000 was paid for the line, it is said.

The White Stage Lines are now said to control the bulk of the business in Florida. The Van Dyke Transfer Company this year consolidated its bus equipment with the Orange Belt Line, the new concern being named with the Jacksonville-Miami Bus Line which is now part of the White Stage Lines.

Motor Transportation In Neb. Show Big Gains

Lincoln, Neb., Dec. 26.—Commercial and private freight and passenger transportation by automobile on state highways in Nebraska has reduced the railroad traffic in the last five years until the carriers are showing increasing deficits, according to Charles A. Randall of the Nebraska Railway Commission. For the first eleven months of the year 3.92 per cent. of all stock at the Omaha yards came by motor, as compared with 2.88 per cent. in 1924; and 13 per cent. of the hogs so received were by truck, as compared with 10.43 per cent. in 1924. Railroad revenues decreased \$2,069,258 in intrastate passenger and freight traffic since 1920, Randall's figures indicate.

WORCESTER TROLLEY CO. TO FREIGHT BY TRUCK

Clinton, Mass., Dec. 26 (U. T. P. S.).—The Worcester Consolidated Street Railway Company will substitute a fleet of motor trucks for the freight cars in carrying express and freight parcels between this city and Worcester.

The former plan was for the trolley freight to deliver and accept shipments at its freight terminal here. Under the motorization plan the trucks will call and deliver at the stores and mills. It is rumored that the company is planning to purchase its own fleet of trucks for this service and also for similar service in other places where trucks will replace trolley freight cars. The company is operating passenger buses into this city also, curtailing the use of trolley cars.

AVERY CONSOLIDATION
Grand Forks, N. D., Dec. 26.—North Dakota and Montana divisions of the Avery Company, dealers in tractors and machinery, will

be consolidated under the new plan of operation and business for the entire area will be handled out of the Fargo, N. D., office, according to a recent announcement.

WISCONSIN AXLES

If your present axle equipment is not satisfactory or is too expensive to maintain, replace with a Wisconsin Axle. We supply axles to operators of truck and bus fleets.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

NEW COMMERCIAL CAR REGISTRATIONS FOR WEEK ENDED DECEMBER 12, 1925

States	Acme	Autocar	Brockway	Chevrolet	Commercial	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States
Arkansas				5			4	12	2	31			5																51	Arkansas
Kansas										16																			16	Kansas
Louisiana				4			3	1		39		1	2																50	Louisiana
Maryland				7			2	2		25			3	2				3									2		46	Maryland
Nebraska				1			12	3		11		1																	28	Nebraska
N. Hamp.								2		6								3									1		12	N. Hampshire
N. Dakota										9																			9	North Dakota
Oregon				1				4	3	20			3	5												2	2		40	Oregon
S. Carolina				2			1	1		34				1											1				40	So. Carolina
S. Dakota				2			1	1		17																	2		23	South Dakota
Texas				60			11	13	1	274	1		12	3		1		11					1			1	4		393	Texas
Utah				3			1	1		6				1				2										1	15	Utah
Wash'gton				3			3			10		1															2		17	Washington
W. Virginia				2			6	1		38	1		2				1	2		1									34	West Virginia
Wyoming								2		1																			3	Wyoming

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for November, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brockway	Chevrolet	Commercial	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Overland King	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States	
*Alabama				25			24	14	1	849		1	15	2		1		3	1								4	4	944	Alabama	
*Arizona				12			19	9	1	33	1		2	3		1	10	7					1				1	2	102	Arizona	
Arkansas				9			9	1		121				1					1								1		143	Arkansas	
*California	1	23		152			216	138	48	759	11	33	21	63	4	3	11	76	5	3		1	31	3		1	66	139	1798	California	
*Colorado				40			2	20	7	276		3	7	4				4								2	3	2	370	Colorado	
*Connecticut	3	4	4	39			57	22	22	169	1	7	9	38		8	2	56	1	1			1				15	22	481	Connecticut	
Delaware		1		7					1	42			1	1				1										3	57	Delaware	
Florida				8			7	11	11	174		2	11	8		1				3		1					1	8	246	Florida	
Georgia				8			6	8	5	199			5	12				2									9	23	277	Georgia	
Idaho				8			6	4		43		1	2	4				1	1										70	Idaho	
Illinois		8		66	1	26	58	14	6	479	1	5	30	19			4	37					1	3			17	25	800	Illinois	
*Indiana				39			30	24	9	424		5	40	2			4	27					3			5	1	3	28	644	Indiana
Iowa				47			15	10		137			25	1				4	1				1				1	7	249	Iowa	
Kansas				21			23	11		196			15			1		2	1									4	274	Kansas	
*Kentucky		1		21			21	13	1	176	1	3	6	2			3	7				2					5	3	21	297	Kentucky
*Louisiana				23			19	9		604		3	6	1			2		3								1	10	2	683	Louisiana
*Maine		1	2	18			7	5		93		3	3	5		1		16	1					2			1	5	163	Maine	
Maryland	2	3	2	33	2		14	13	5	185		8	16	10		3	2	14	2	1	1	2					13	11	342	Maryland	
*Mass'etts	1	29	11	46			83	38	17	464	7	11	20	46	10	6	8	96	2	1	5			1	6	6		38	35	987	Massachusetts
Michigan	2	1		82		2	68	33	34	768		26	23	19	1	4	4	72	2	1			2					7	70	1221	Michigan
*Minnesota				130		1	39	39	6	796	3	3	29	13		5	27						1					9	6	1107	Minnesota
*Missouri		2		40		6	34	38	9	508	1	1	26	18	1	3	1	11	4								5	7	718	Missouri	
Montana				3			8	1		35			1																48	Montana	
*Nebraska				21			10	15	3	290		5	21	2		3		9										6	5	391	Nebraska
*N. Hamp.		1	1	7			15	4	1	44			4	1		1		6										3	88	N. Hampshire	
New Jersey																														New Jersey	
N. Mexico				6			7	4		55			1																74	New Mexico	
New York	3	62	59	240	2	15	232	97	55	1505	3	28	68	195	4	30	54	141	2		25	2	8	9	13		184	71	3110	New York	
*N. Carolina	1	1		14			14	27	2	363		2	13	9				10	9	1	3							14	41	524	No. Carolina
N. Dakota				17			1	4		129			4	1					4										160	North Dakota	
*Ohio	11	2		104	1		67	40	7	771		4	16	1	13	1	72	2				3	3	1	1	4		82	1321	Ohio	
Oklahoma				50			19	16		435		4	15	6					8	2		1						2	558	Oklahoma	
Oregon				23				13	6	70		4	5	15					3		1							11	13	164	Oregon
Pennsylv.	6	41	25	184	2	8	167	102	37	823	12	16	61	88	12	27	7	116	3		1	1	12	11	15		109	65	1951	Pennsylvania	
*Rh. Island		4		4			17	8	5	77	1		2			1		20			1							8	7	155	Rhode Island
S. Carolina				14			4	6	2	222			9	2										2					2	263	So. Carolina
S. Dakota				21			2	10		92						1		2										2		139	South Dakota
*Texas		6		186			89	55	5	2027	2	4	58	12		3		47	1				1					13	26	2485	Texas
Utah				8			7	4		57		3	1					2											2	84	Utah
Virginia	1	2	2	42			11	11	1	280	3	1	12	2				7	1	1								7	13	396	Virginia
Wash'gton				17			8	4		109	1	3	5	4		3		3						1				3		158	Washington
W. Virginia		1		17			24	10		140	2		7			1		10	1			1	1				3	6	225	West Virginia	
Wisconsin				41		5	34	11	4	290		1	4	3		11		29		1			2	2	4		1	20	452	Wisconsin	
Wyoming				2			7	11		11			2						1											14	Wyoming
Dis. of Col.		6		4			6	4		108			8				2	3	3				1					12	5	163	Dis. of Col'bia

*Registration for the month of October.

Dealers Look Forward to Good Accessory Year

BOSTON, Dec. 26 (U. T. P. S.).—While unusually mild Christmas weather caused business to drop like a plummet in motor supplies for winter use, the tremendous rush of Christmas gift business more than made up for this loss and during the week broke all records in volume of business in the accessory trade on the whole.

The public responded to the advertising appeal of accessories for Christmas in remarkable fashion. Good weather kept more cars in service than is usual at this time of the year, which in itself contributed to good business.

Dealers were well stocked for the Christmas rush, but, despite this fact, there were many rush fill orders taken by distributors and salesmen during last week.

As was the case in motor supplies, so it was in electric toys and radios and radio supplies, which most of the accessory shops now handle. It was a lively week in battery business because of the great use of cars during the week. Although many feared that the good weather would hurt the mail-order business, this end of the rush held up well.

Windshield wipers were great sellers during the week, due to rain and fog, with slight flurries of snow in the early morning. Side curtains are selling well. The glassing-in open car dealers are doing well. The refinishing processes are turning on a big business after the holidays. Flower vases, cigar lighters, ash trays and flashlights were some of the Christmas specialties that sold very well last week. These were pushed hard by window trimmers and ad writers, and department stores, accessory shops and mail order houses enjoyed a good week.

Blame Auto Mfrs. For Accessory Drop

New York, N. Y., Dec. 26.—Car dealers should sell cars on their merits, and not on their accessories, says Harry Meyers, president and treasurer of the Langton & Backer Auto Supply Company. The practice of equipping cars completely from the factory with accessories is hurting the accessory business, he says.

John A. Ackor, proprietor of the Circle Rubber Tire Company, carrying accessories, expresses a similar opinion. "You can't sell a new car owner a nickel's worth of stuff," he says. "Car dealers have their own accessory departments, and I think that wrong."

Bert Kesten, proprietor of the Bert Kesten accessory and tire shop, also commented yesterday on the unfavorable effect upon the accessory business of the new custom of equipping new cars. "It hurts both the dealer and the jobber," he says. The accessory business has been quiet the past week, according to reports. Most firms are taking inventories now, or preparing to do so immediately after Christmas.

Hardware and tools are going pretty well, but accessories have been slow for the last three months," says M. Stein, owner of the Standard Hardware Company. "Winter and winter fronts are the only things going at all in accessories, he says. Covers do not go so much any more, because winter fronts are taking their place. Specialty Auto Parts Company finds McKay chains and Allen shutter fronts going best right now, according to J. Eisenstein, owner.

Prospects for 1926 Bright in Ft. Wayne

Fort Wayne, Ind., Dec. 26 (U. T. P. S.).—Optimistic forecasts are being made here by leading auto accessory men for trade during the next few weeks, as a result of general good labor conditions and turnover during the last week. Featuring of accessories in advertising as ideal Christmas gifts increased business this week in spotlights, mirrors, match holders and similar articles.

Stocks now being carried are somewhat lower than on hand last summer but are larger than those of this period in 1924. One dealer, perhaps the largest in Fort Wayne, states that the total of his accessory items approximates 7,200. These include Continental motor parts. Price cutting in new car models

WITH THE TRADE

ADDRESSING CONFERENCES
Waukegan, Ill., Dec. 26.—Cap Ashton, automotive sales promoter, is now devoting his entire time in addressing jobbers' sales conferences on Biflex-Halladay bumper equipment. Ashton is giving practical talks on the art of selling, merchandising, distribution and sales psychology.

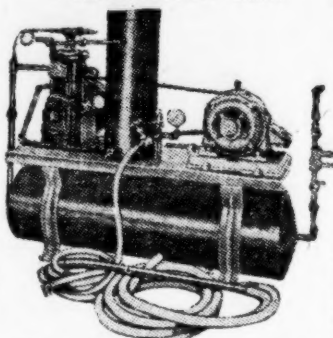
NEW HYDRAULIC JACK
Liverpool, England, Dec. 26.—Weighing only five and three-quarters pounds and having a range of four and three-quarters inches, a hydraulic jack just turned out by Enots Auto Accessories can in twenty-five seconds lift a weight of two tons by a one-hand movement of the operating lever, which also serves to place the jack in position, it is claimed by the company.

ABSORBS PARTS BUSINESS
Watsonville, Cal., Dec. 26 (U. T. P. S.).—The parts business of Hollingsworth & Emigh has been taken over by the Apple City Auto Parts Company. Mr. Handlos, for many years with the Link Belt Chain Company, is in charge. The new company plans an exclusive parts business.

SELDEN TRUCK SALES
Rochester, N. Y., Dec. 26 (U. T. P. S.).—Production and sales of the Selden Truck Corporation are nearly double last year's record.

Shop Equipment

COMBINATION UNIT



Combined car washing and tire inflation facilities are provided by the new Auto-Laundry System machine, illustrated here. It is made by the Auto-Laundry System Company, St. Louis, Mo., and makes a handy unit for the service station, garage or filling station.

With its one gun it will wash a car in 15 minutes at an operating cost claimed by the company to be less than 4 cents. It also provides air pressure for the ordinary demands of tire inflation work.

The compressor is a 2½ by 3-inch water-cooled model with automatic unloader. It is driven through a belt by a 1½-horsepower electric motor. The compressor, motor and cooling tank are mounted on the air storage tank, making a compact unit.

Equipment provided includes gauge, pop-release valve, drain cocks, Lunkenheimer quick-opening valves, 25 feet of high pressure tire filling hose with air coupler, 50 feet of high pressure hose with brass washing gun, and various pipes and fittings as shown. Price, \$369.

CHAIN BELT PREPARES TO INCREASE FACILITIES

Milwaukee, Dec. 26.—The Chain Belt Manufacturing Company is looking forward to the greatest season in its history, and the plant is preparing for increased facilities to take care of larger volume of business in 1926, a conference of salesmen of the company was told here.

has had a decided influence on the accessory business here. Sales of new models have been brisk, and as a direct result new drivers and owners of new cars have required accessories.

San Francisco Had Good Xmas Trade

San Francisco, Dec. 26 (U. T. P. S.).—Christmas trade was good, according to San Francisco accessory dealers who made a special effort to get the holiday business. A large number of novelties were sold, the most popular purchases being ash receivers, mirrors, stop lights and horns.

The Bert L. Levin Company reports that it sold as high as 100 French horns in one day. Mr. Levin had to wire for a rush order to replenish his stock.

On the whole the dealers have found that sales for this period of the year have held up better than a year ago, with the exception of tires.

There are reports being made among distributors that a change in ownership or policies of one of the large accessory stores is imminent, but no official announcement is forthcoming at this time.

Tri-Cities Doubt Value Of Deferred Payments

DAVENPORT, IA., Dec. 26.—Dealers in the Tri-Cities view the deferred payment for repairs and maintenance plan with some doubts. Tentative ventures into the field have been made by the Horst & Strieter Co. but the service isn't advertised and is undertaken only in individual cases. Other dealers have not made any effort to extend such a system.

For the most part, the dealers are awaiting decision of the finance houses. If the agents will accept accounts at a figure opening a way to profitable handling, dealers will be willing to go into the field a little deeper.

"There seem to be too many factors involved for an off-hand decision on the system," said the Horst & Strieter manager. "First of all, the dealer must consider his customer. The value of the car upon which the repair is to be made enters into the question, too. Limited maintenance or service on a car that has a high used-car value may be secure, but there is the possibility, unless the dealer watches closely, of carrying too great an

account on the car's exchange value.

"The length of payment becomes a factor that must be considered, and with any sharp change in price over a too long period, the owner may turn the machine back on the dealer rather than finish out his payment."

C. F. Alford of the Davenport Overland Company, said his firm had not considered the plan closely yet.

With the



CARBURETERS

YOU CAN GET
Higher Horse Power
Lower Fuel Consumption
Easier Starting
Greater Flexibility
No Carbon—Monoxide
30 Days Free Trial
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250 WEST 49TH ST., NEW YORK

All dealers recognize that with two of the most eagerly demanded cars on the market today, Hupmobile is more emphatically the leader than ever before in all its 17 years of success.

HUPMOBILE

EIGHTS and SIXES



Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.
DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING, EMPIRE 3500
Application for entry as second-class matter is pending at Post Office, New York, N. Y.
O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington,
Treasurer; Alexander Johnston, Secretary

MONDAY, DECEMBER 23, 1925

Advertising Headquarters—1926 Broadway, New York, N. Y.
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Bureau, General Motors Building, Detroit, Mich. C. H. Shattuck, Western Manager,
163 North Michigan Ave., Chicago, Ill. Metz B. Hayes, New England Manager, Little
Building, Boston, Mass. Blanchard, Nichols & Coleman, American National Bank
Building, San Francisco, Cal. Lincoln Building, Los Angeles, Cal.; 1037 Henry
Building, Seattle, Wash.
Address ALL advertising cuts, copy and correspondence for New York office to
1926 Broadway, New York City.

Editorial Department—25 City Hall Place, New York, N. Y.
Telephone, Franklin 3900.
Alexander Johnston, Editor; Don Wallace Robinson, Managing Editor; Walter
Boydton, Editor Detroit Bureau, Detroit, Mich. Contributing Editors: John C.
Weinmore, Clyde Jennings.

SUBSCRIPTION RATES
United States and Possessions and Canada: One Year, \$12.00. Six months, \$6.00.
Single copies 10 cents.
Foreign subscriptions: One year, \$15.00. Six months, \$7.50.

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Florida No Used Car Market

THE remarkable real estate boom in Florida seems to have created in some quarters an idea that this Southern state is an excellent market in which to sell used cars, as well as absorbing more than its normal quota of new vehicles. Apparently this is not the real situation in "the American Riviera."

We are today in receipt of a letter from the Jacksonville Automobile Dealers' Association as follows: "Several articles in various publications have recently come to our attention with reference to the new and used car situation in this state. They state that there is a shortage here of both new and old cars.

"The information that we can gather is that there are at least 25 per cent. more used cars in dealers' hands now than there were sixty days ago and also that there are enough new cars in dealers' hands to last at least thirty days if the demand continues as it has for the last two months. This latter condition is not holding, as demand has slowed up somewhat this month."

Believing that it is important for the industry as a whole to recognize the real condition of the Florida automobile market, we are glad to pass on the warning of the Jacksonville Association to our readers.

Strong Financial Position of Industry

SOME extraordinarily interesting figures have recently been released by the National Automobile Chamber of Commerce, indicating unerringly the Gibraltar-like financial soundness of the automobile industry. The significant fact found in the compilation is that the industry is operated 88.3 per cent. on its own capital. Little borrowed money enters into the situation. Both short and long term notes represent but 11.7 per cent. of the total money power that makes the automotive wheels of industry revolve.

"Comparison with other basic industries makes the meaning of these figures plain. For instance, the great steel industry utilizes its own capital to the extent of 75.4 per cent. The meat-packing industry shows 62.2 per cent. and the cotton milling business 80.7 per cent."

Much of the automobile industry's favorable financial position may be credited to the set policy of sight draft against bill of lading, which maintains the current cash reserve at a higher level than in probably any other manufacturing business.

If Red Grange drives as he runs it will take all the well known Nash sturdiness to stand up under the strain that new roadster is going to have put upon it.

When Henry Ford's polar airplane passes over the ultimate nothingness of longitude and latitude, we are willing to wager that it will find a sign nailed to the well known pole and reading, "Ford Service and Parts."

We read in the Automotive Daily News that an Albany, N. Y., dealer had offered five dollars for every squeak. Just as we rolled the old bus out and turned her nose toward Albany we noticed that the dealer referred only to squeaks in the new Star Six. And just when we expected to make that million at last.

The Automotive Daily News urges its readers who are exhibiting at New York or Chicago to send for their trade day tickets NOW. The tickets are ready, and, by sending for them today, exhibitors will help the show management immeasurably. Address, S. A. Miles, 366 Madison Ave., New York City.

TIRES ON CREDIT LIKED IN AKRON

Akron, O., Dec. 26.—At this time the Salisbury Naum Company is the only company in the city selling tires on the time payment basis and the managers' experience, after a two months' trial, seems to prove the plan practical.

Salisbury and Naum handle a high grade line of auto accessories and have the Goodrich line of tires. They advertised their plan in the newspapers with original art work and copy, and are doing over a 10 per cent. greater volume of business even now, before their campaign has reached its full stride.

Their plan is to sell a man his tires with a 25 per cent. down payment, the balance being spread over a period of seven weekly payments. Papers are taken out on the man's car but no interest is charged, a slightly higher charge taking care of the time lost on the money. Naum says that the plan has given them an increased profit of from 5 to 7 per cent.

Naum says that they went into this plan because they felt that there is a certain class of people that want a good tire and yet because of the higher initial cost must be content with cheaper grades.

He does not believe that any of their trade in this payment plan will ever turn into cash customers, for such buying is just beyond their reach. But by this system he believes their business in a higher priced and better tire will be held and a great deal of repeat business obtained.

The class of buyers obtained by the time payment plan is the average customer, as far as service and complaints are concerned. Any man will complain if he believes that he is not getting his money's worth, and Naum says that they are not bothered with the time payment customer any more than with the cash customer. Incidentally any complaint at all is a rare occurrence, which he attributes to the high quality of the Goodrich tires.

MORTON STORES, INC., TO SELL TIRES BY MAIL

Glendale, Cal., Dec. 26.—Change in name of the Oliver Tire and Rubber Works to Morton Stores, Inc., has followed incorporation in one company of the Chicago specialty mail order business of Morton Schriber, Los Angeles, and his associates, and the Western tire business. Three additional stores are being opened in southern California and the goal set by the company is 100 stores in the state. In addition to handling tires the new company will sell many specialties that offer a similar margin of profit and permit opening of an account, such as 100-piece sets of dishes, aluminum sets, robes and blankets. It is planned to operate the stores on the mail order plan.

RECEIVER TO OPERATE GREGORY TIRE PLANT

Vancouver, Dec. 26.—Reopening of the \$500,000 plant of the Gregory Tire and Rubber Company, New Westminster, will be effected shortly. Closed through financial difficulties, the plant will be operated by a receiver named by the Supreme Court at the request of the bond holders. C. H. Warren, estate officer of the Canadian Permanent Trust Company, has been appointed to act in this capacity.

GREATER PRODUCTION

Salem, O., Dec. 26.—Manufacture of tubes, in addition to the regular tire line, has greatly increased the output of the Salem Rubber Company, and production of both tubes and tires will be greatly increased, officials said.

DEALER ON TOUR

Kansas City, Dec. 26.—Arnold Block of the Arnold Tire Company is on a business and pleasure trip through the South. Block also visited several tire factories in Ohio since leaving on his trip.

Durant and Locomobile Dealers

New York, Dec. 24.—The following automobile merchants have recently taken over the sale of Star and Durant products, Durant Motors, Inc., announces:—

Alabama—Brock Motor Company, Gadsden; Killian Motor Company, Collinsville.

Colorado—Kelley Motor Company, Fort Collins.

Florida—Wallwork Motor Company, Bartow.

Georgia—W. E. Johnson Motor Company, La Grange.

Illinois—Stuhr Star Sales, East St. Louis.

Indiana—Wanne Sales Company, Connersville.

Louisiana—Welch's Garage, Jena.

Minnesota—Wells Garage, Wells. Nebraska—Oshkosh Service Company, Oshkosh; Hart-Star Company, Omaha.

New York—Neimeyer & Sons, Inc., Yonkers; De Leon Motor Sales, White Plains; Fowler Hardware Company, Inc., Manlius; Frazier Brothers Company, Adams; W. E. Lytle, Gouverneur; Empire Motor Company, Oneonta.

Ohio—Salvage Motor Company, Coshocton; Knapp Motor Company, Columbus; W. H. Stevens & Son, Bainbridge.

Pennsylvania—Hangen-Sausser, Reading; Penn Star Car Company,

Philadelphia; Mike Percy Motor Sales, West Brownsville; Clairton Auto Sales, Clairton; F. G. & T. Motor Company, Indiana.

Tennessee—Davis Brothers Auto Company, Chattanooga.

Texas—South Central Motor Company, Inc., San Angelo; H. S. Cole & Son, Bonham.

West Virginia—Atlantic and Pacific Garage, Fayetteville.

Bridgeport, Conn., Dec. 23.—Locomobile Company of America, Inc., announces the appointment of the following as direct dealer to handle the Junior Eight:—

Byrne Locomobile Company of Lake Wales, Lake Wales, Fla. (Dr. G. Byrne). Territory: Polk county, Florida.

H. W. F. Motor Sales Company, Peoria, Ill. (H. A. Frederick, secretary and treasurer.) Territory: In the state of Illinois, the counties of Peoria, Fawcett, Fulton and Mason.

Ralph N. Baker, Springfield, Ill. Territory: All of Sangamon, Menard and Logan counties.

Locomobile Company of Norwalk, Norwalk, Conn. (Frank L. Shufelt.) Territory: Norwalk and vicinity, in Fairfield county.

Locomobile Company of Fresno, Fresno, Cal. (C. A. Eichelberger) Territory: Fresno county.

B. E. Morthland, Santa Ana, Cal. Territory: Santa Ana, Cal., and vicinity.

H. C. Field, Brawley, Cal. Territory: Brawley, Cal., and vicinity.

TRENTON TIRE PLANTS RUNNING AT CAPACITY

Trenton, N. J., Dec. 26.—Trenton tire manufacturers continue a good production of both cord and balloon tires and are looking for a good winter season, despite the high cost of rubber. While many dealers claim that the high costs of tires are injurious to sales, manufacturers say there has been no decrease in orders. They are optimistic over the future. Both the Murray Rubber Company and the Combination Rubber Company are operating overtime to fill orders, while the Ajax Rubber Company and Hamilton Rubber Manufacturing Company are running to capacity. The Thermoid Rubber Company reports a good demand for brake lining.

K. C. TIRE DEALER STARTS NEW \$40,000 QUARTERS

Kansas City, Dec. 26.—A. W. Daily of the Daily Tire Company has awarded the contract for the construction of a new fireproof building to house his business. Work started on the new building at once and will be completed by March 1. It will be 55x84 feet one story, with offices, two storerooms, repair department and a drive in for cars desiring service. If a permit is granted by the city Daily will also install a modern gasoline filling station. The site and building will represent an investment of approximately \$40,000.

NEW HEWITT DEALER

Portland, Ore., Dec. 26.—H. M. Nisbet Company of this city has taken over the distribution of Hewitt tires for Oregon.

Coming Automotive Events

DECEMBER

29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club

JANUARY

9-16—New York City. National Automobile Show.
16—Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
11—New York City. National Automobile Dealers Association, third annual convention of the Atlantic Coast district.
11—New York City. National Automobile Chamber of Commerce, motor truck convention.
11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
11-16—Chicago. American Road Builders' Association Annual Convention.
14—New York City. Society of Automotive Engineers, annual dinner, Hotel Astor.
21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
16-23—Cincinnati, Ohio. Automobile Show.
16-23—Milwaukee, Wis. Automobile Show.
16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
16-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
18-23—Elmira, N. Y. Elmira Automobile Dealers Association, Sixteenth Annual Auto Show.
19-21—Buffalo, N. Y. American Petroleum Institute, winter sectional meeting.
19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
21-22—Detroit. Michigan Independent Oil Men's Association.
21-22—Los Angeles, Cal. American Society for Steel Treating, sixth annual meeting.
23-30—Montreal, Canada. Annual Motor Show.
23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
23-30—Baltimore, Md. Twentieth Annual Automobile Show.
23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
25-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
26—American Road Builders' Association. Good Roads Week.
26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
27—Detroit. Michigan Highway Trades Association Sixth Annual Convention.
30-Feb. 6—Washington, D. C. Automobile Show.
30-Feb. 6—San Francisco, Cal. Tenth Annual Pacific Automobile Show.
30-Feb. 6—Chicago. Eleventh Annual Automobile Salon, Hotel Drake.
31-Feb. 6—Chicago. National Auto Show.

FEBRUARY

2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
2-9—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.
3-6—Springfield, Ill. Seventh Annual Show.
9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
6-15—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwest-ern automobile show.

Auto Companies in Strong Cash Position

HOW UP WELL IN COMPARISON WITH OTHER INDUSTRIES

Conducted on Capital Invested by Owners, Survey Shows

NEW YORK, Dec. 26.—An interesting comparison of the financial position of the automobile industry with other industries has been prepared by the National Automobile Chamber of Commerce, showing that the manufacture of passenger cars and motor trucks is conducted almost entirely on capital invested by the owners.

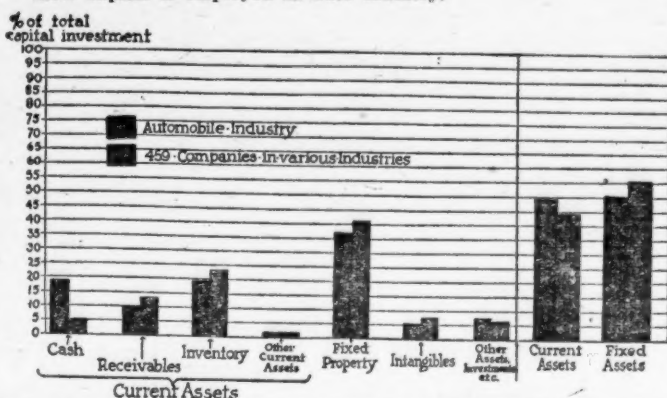
The total capital employed by forty-eight companies in the motor industry in 1924 was \$2,193,48,759, in which bond holders' equity was \$36,288,610, or 1.7 per cent., and stockholders' equity was \$1,938,744,280, or 88.3 per cent., while outside short term or trade borrowings were \$218,895,899, or 10 per cent. The steel industry, with \$4,554,174,488 of capital employed, has \$1,020,73,681, or 22.5 per cent. in long term borrowings and \$237,676,56, or 5.2 per cent., in short term borrowings. Stockholders' equity of 88.3 per cent. in the motor industry compares with 82 per cent. in the steel industry and 62.2 per cent. in the banking industry.

The liquid condition of the motor industry is indicated by the fact that of the total assets, cash and accounts receivable are \$614,187,949 or 28 per cent., while gross working capital was \$1,032,525,495, or 49.3 per cent.

The accompanying table shows the amount and percentage of total capital invested in various assets. Net profits, after fixed charges before dividends, on net worth of automobile manufacturing companies, was 15 per cent. for the year ending December 31, 1924. Excluding Ford, the net profits on net worth were 13 per cent. Net profits on net worth for body manufacturers were 21.2 per cent., and parts and accessory manufacturers 15 per cent. The net profits on net worth were 4.7 per cent. in the steel industry and 6.7 per cent. in the meat packing industry.

The turnover of total assets in the automobile industry are 1.23 times a year, in body manufacturing 1.14 and in parts manufacturing 1.05 times a year.

How capital is employed in auto industry.



THE SHADED area represents a grouping of 459 companies in various industries; the solid area represents the automobile industry.

Mack Truck Assets Total \$64,287,162

New York, Dec. 26.—The statement of Mack Trucks, Inc., and subsidiaries as of September 30, 1925, shows total assets of \$64,287,162, current assets, \$42,845,308, current liabilities, excluding Federal tax reserve, \$5,902,453, and earned surplus of \$18,543,834.

Consolidated balance sheet as of September 30, 1925, follow:—

Assets—Cash, \$4,494,927; accounts receivable, \$4,592,722; notes receivable, \$11,268,116; inventories, \$22,489,544; balance receivable from Mack Acceptance Corporation, \$1,579,261; balance receivable from employees under stock allotment, \$1,870,077; real estate, plant equipment, etc., after depreciation, \$11,324,076; investments, \$3,343,278; deferred charges, \$890,296; licenses, patent rights and good will, \$2,434,865; total, \$64,287,162.

Liabilities: Accounts payable, \$3,147,079; accrued accounts, \$2,554,674; customers deposits, \$200,700; due to Mack Trucks Real Estate, Inc., \$1,900,000; reserves for Federal taxes and contingencies, \$3,074,441; equity in minority stockholders and subsidiaries, \$9,917; total stated capital represented by 109,219 shares first preferred 7 per cent. stock, 53,317 shares 7 per cent. second preferred stock and 339,730 shares of common, \$18,149,214; stockholders subscription, \$3,810,677; capital surplus being excess consideration on common stock issued and allotted above statutory minimum of \$5 a share, \$12,896,626; earned surplus \$18,543,834; total, \$64,287,162.

GERMANS MAY EXHIBIT

London, Dec. 26 (U. T. P. S.).—Following the signing of the Locarno pact it is highly probable that German cars will be seen at Olympia next year for the first time since the war.

CHRYSLER GIVES NEW STOCK PLAN

DETROIT, Dec. 26.—Formal notification is being sent to stockholders of the Chrysler Corporation giving the details of the plan by which the 800,000 common shares of no par value are being split into 3,200,000 shares of no par value.

Four shares of the new stock will be issued for every one of the old outstanding. New permanent engraved certificates are ready for exchange. The company, in the statement to stockholders, requests prompt delivery of the certificates now held and the observance of the following requirements:—

Certificates should be surrendered without indorsement, if possible, to Central Union Trust Company of New York (transfer department), 80 Broadway, New York, and if mailed should be registered and insured. The new certificates will then be issued in the name on the face of the surrendered certificates.

No United States revenue stamps or New York state stock transfer tax stamps are necessary on such undorsed certificates.

"Where certificate surrendered is indorsed in blank, the certificate

Hudson Year's Net Is \$16.19 a Share

Detroit, Dec. 26.—The Hudson Motor Car Company reports for the year ended November 30, 1925, net income of \$21,378,504, after depreciation, Federal taxes, etc., equivalent to \$16.19 a share earned on outstanding 1,320,150 shares of no par capital stock. This compares with \$8,073,458, or 6.11 a share, in previous year.

Consolidated income account for year ended November 30, 1925, compares as follows:—

	1925	1924
Gross profit	\$32,094,260	\$16,247,872
Other income	800,374	396,195
Total income	\$32,894,634	\$16,644,067
Expenses, dep., etc.	8,444,005	7,450,009
Federal taxes	2,982,125	1,120,660
Net income	\$21,378,504	\$8,073,458
Cash dividends	4,974,562	3,781,394
Surplus	\$16,403,942	\$4,292,064
P. & L. surplus	26,375,369	10,201,418

Consolidated balance sheet compares as follows:—

	1925	1924
R. E. pl. and eq.	\$17,550,642	\$10,862,992
Cash	6,714,815	6,876,721
Acc. receivable, etc.	1,027,584	556,764
Stock drafts	4,041,944	2,050,652
Inventories	11,054,911	6,119,173
Investments	81,110	84,110
U. S. Treas. notes	17,000,000	6,000,000
Deferred charges	537,175	954,706
Total	\$58,007,581	\$33,504,118

must be accompanied by written instructions giving the name in which the new shares are to be issued, but where such name is different from that on the face of the certificate, United States revenue stamps at the rate of two cents a share and New York State stock transfer tax stamps at the rate of two cents a share must be affixed and canceled. Signatures on indorsed certificates must be guaranteed by a bank or trust company of New York city or by a New York Stock Exchange firm. In order to obtain such guaranty a stockholder outside of New York city should have the indorsement guaranteed by a local bank or trust company with a correspondent in New York city.

"No further transfers will be made of the old shares represented by the certificates now outstanding.

"Future dividends on the common stock will be declared only on the new shares, and receipt of such dividends will be facilitated by prompt exchange."

Current Commodity Prices

New York, Dec. 26.—The rubber market remains dull, with virtually no changes in price. Factory inquiry of some proportions is reported and the trade is looking for some activity during the coming week. Automobile buying of steel continues on an extensive scale, according to reports from producing areas. The gasoline market is dull and unchanged, except for a 2-cent increase in Southern California.

STEEL PRODUCTS			
Semi-Finished—Gross Tons			
Billets, re-rolling	a35.00		
Billets, forging	\$40.00a41.00		
Steel bars (hot rolled)	1.90a 2.00		
Plates (hot rolled)	1.60a 1.70		
Blue annealed sheets	2.50a 2.60		
Black sheets	3.35a 3.40		
Auto body	4.40a 4.50		
Bands	2.40a 2.50		
Cold rolled strip	3.75a 3.80		
Hot rolled strip	2.20a 2.30		
Pig Iron, Basic			
Valleys	20.00a21.00		
Eastern Pennsylvania	22.00a23.00		
IRON AND STEEL SCRAP			
(Buying prices, f. o. b. New York.)			
Heavy melting steel	\$12.00a13.00		
Machine shop turnings	9.50a10.00		
Cast iron borings	9.50a10.50		
No. 1 cast scrap	16.00a17.00		
MILL PRODUCTS			
Base prices, cents per pound, f. o. b. mill.			
High brass sheets	19 1/2a		
Copper, in rolls	21 1/2a		
Zinc, spot, New York	9.05 a9.10		
Lead, spot, New York	9.25 a9.30		
Aluminum, virgin, 98a99%	28 a 29		
SEAMLESS TUBING			
High brass	24.00		
Copper	24.75		
RODS			
High brass (round % to 2 1/2 in.)	17 1/2a		
Copper, rods, round	22 1/2a		
OLD METALS			
Following are dealers' buying and selling prices for large quantities, f. o. b. New York:			
Heavy machinery com.	8 1/2a9%	10 1/2a11%	
New brass clippings	8 1/2a9%	10 1/2a10%	
Auto radiators	6 1/2a7%	7 1/2a8%	
Brass, heavy	7 a7 1/2%	8 a8 1/2%	
Brass, light	6 1/2a7%	7 1/2a7 1/2%	
RUBBER MARKET			
Plantations—			
First latex crepe, spot	90	81	
December	90	81	
January-March	88	79	
April-June	85	86	
Ribbed Smoked Sheets, spot	90	91	
December	90	91	
January-March	87	88	
April-June	84	85	
Para-Up-River, fine, spot	87	88	
Island, fine	—	82	
SCRAP RUBBER			
Inner tubes, No. 1	11 a 12		
Inner tubes, No. 2	8 a 9		
Inner tubes, No. 2 red	7 a 8		
Tire, automobile, white, ton.	\$60.00a70.00		
Mixed auto tires	40.00a45.00		
Reclaimed rubber—Tire reclaimed, 10c; shoe reclaimed, 10 1/2c; tube reclaimed, 18 1/2c.			
OIL AND GASOLINE			
MOTOR GASOLINE			
Garages (steel barrels)	—	a17	
Up-State New York	—	a17	
Single tank cars, delivered, New York	—	12 1/2aNom.	
CRUDE PRICES AT WELLS			
EASTERN			
Penn. grade oil in Buckeye P.			
in N.Y. Tran.			
Co. lines	\$3.65	Line Co. lines	\$3.30
Bradford District oil in Nat.		Corning	1.85
Tran. Co. lines	9.65	Ragland	1.15
Penn. grade oil in Nat. Tran.		Somerset, light	2.20
Co. lines	3.65	Somerset, light	2.35
in S. W. Pa.		CENTRAL	
Pipe lines	3.55	Lima	1.98
Penn. grade oil in Eureka P.		Indiana	1.78
Line Co. lines	3.50	Princeton	1.87
		Illinois	1.87
		Wooten	2.00
		Waterloo, Ill.	1.90
		Plymouth	1.40
		Canadian	2.28

CALIFORNIA PAYS 2c. MORE FOR GAS

Increase General in the Southern Part of State; Chicago Market Quiet

LOS ANGELES, Dec. 26.—Following close on the announcement of the Standard Oil Company that it had raised gasoline prices from 16 1/2 cents a gallon to 18 1/2, practically every other oil company in southern California has taken similar action.

The Union Oil Company alone has not announced an increase, but is understood to be considering such action. A further rise is being predicted within two months. Those raising prices included Julian, Shell, Gilmore, Associated, Pan-American and Wilshire. The boost, it is estimated, will cost Southern California motorists \$23,000 daily.

Distributors called attention to the fact that Southern California prices are still below San Francisco, where it is 20 cents.

Quiet in Chicago

Chicago, Dec. 26.—Spot gasoline buying is the order, buying having tapered off to a point where the market is virtually at a standstill. Refiners are intimating that the decline has run its course and that jobbers should buy at this point.

To add to the market's dullness, export concerns have at least temporarily lost interest, according to reports from the Southwest. Consequently the market for high test gasoline is not as spirited as it was earlier.

The background of the refinery products market is the crude oil situation, in which the price factor remains somewhat uncertain. The utmost pressure mustered by elements desiring higher crude prices has been insufficient to convince leading buyers that crude quotations ought to advance at this time.

Some who looked for crude advances in December have shoved their forecasts another month into the future. Jobbers the country over are now in better position than they have been for months, the softened refinery market coincident with restored tank wagon price levels in many places.

There are still a good many districts of greater or lesser extent, however, where tank wagon and service station price cutting is in effect. These places include Chicago, and some of its suburbs, where irregularities in prices have continued for months. At smaller Illinois points, price cutting still prevails, and Iowa and Wisconsin are reported to have price wars in numerous localities.

Chicago Dealer Orders 817 Flints

Flint, Mich., Dec. 26.—An order for 817 Flint Sixes, approximating \$1,000,000 in value, for early spring delivery was placed with the Flint Motor Company here by J. H. Rosenberg, Chicago distributor for Flint.

Rosenberg came to the factory and after a conference the order was announced. The first cars are being sent to Chicago immediately, and others will follow during January, February and March. There are forty Flint dealers in the city of Chicago.

MOVE ITS OFFICES

Milwaukee, Wis., Dec. 26.—The Quinlan Motors Company, Moon and Diana distributor, has just moved its offices and stockroom from 197 Jackson St., to 455-459 Broadway.

Sloan Expects Prosperity Through First Half of '26

New York, Dec. 26.—Alfred P. Sloan, Jr., president of the General Motors Corporation, expects the first half of 1926 to be a period of general prosperity, in which the automobile industry will share generously. "The latter half of 1925 is too far away for one to judge with much assurance what it may hold in store," he added.

"The momentum of the business recovery since last summer will tend to keep business active during the first part of 1926, at least," according to Mr. Sloan. "Conditions are in a healthy state of balance at present. Employment is large, prices are relatively stable, transportation facilities are ample and efficiently operated.

"Production and inventories,

generally, are well controlled, and credit conditions sound. In the light of such a present situation, the expectation of active spring and early summer business seems to be justified.

"Automobile buying during the past few months has been particularly good, partly as a result of the greater values afforded by the new models and lower closed car prices, partly as a result of better agricultural purchasing power, and partly as a result of the increased general prosperity.

"I expect the consumer demand for automobiles to continue large while general business remains active. The volume of retail automobile sales for the first half of 1926 is expected to exceed that of the first half of 1925 by a fair margin."

Dealer Activities

HUDSON-ESSEX NAMES FORT WORTH DEALER

Fort Worth, Tex., Dec. 26 (U. T. P. S.).—The Smith-Swinney Motor Company has just been organized here to handle Hudson-Essex cars at 115 Commerce St. The concern is composed of O. B. Smith and J. G. Swinney. B. H. Hall is in charge of the parts and E. B. Arnold of the service department.

SALES MANAGER OPENS PACKARD DEALERSHIP

Montclair, N. J., Dec. 26.—David B. Lane, for several years manager of the Newark branch of the Packard Motor Car Company of New York, has resigned from that organization and opened a showroom at Glen Ridge Avenue and Forest Street, this place, for the sale of Packard cars.

ELLIS GETS FRANCHISE FOR WILLYS AND OVERLAND

Fayetteville, Ark., Dec. 26.—Earl Ellis has just obtained the Overland and Willys-Knight dealerships for Washington county. He will have a temporary location for the present, but will soon occupy a brick building on North Block Street.

WILL SELL GARDNERS IN SANTA ANA, CAL.

Santa Ana, Cal., Dec. 26.—H. T. O'Donnell has just taken over the Gardner dealership here.

NEWARK CHEVROLET DEALER OPENS BRANCH

Newark, N. J., Dec. 26.—E. J. Foley, president of the Foley Chevrolet Company, announces the opening of an additional retail branch in this city, at 560 Clinton Ave. Philip J. Hagin has been placed in charge.

ELDRIDGE COMPANY HOST TO MAINE AUTOMOBILE MEN

Bangor, Me., Dec. 26 (U. T. P. S.).—The E. Y. Eldridge Company, Cadillac and Studebaker dealer here, played host to several prominent automotive men over the last week end, including W. W. Woodward, president of the Cadillac Motor Car Company of Maine; C. S. Johnson, Jr., head of the Cadillac wholesale department; George Davis of the Cadillac company at Lewiston, C. W. Bussell of the Studebaker company, and H. M. Hodkins of Bar Harbor and E. A. Banks of Belfast; the last two automobile dealers. The Eldridge

company also announces that Roger Swan has sold out his motor car repair shop and will join in its selling force.

BUFFALO OAKLAND FIRM CHANGES ITS NAME

Buffalo, N. Y., Dec. 26.—The Buffalo Oakland Motor Company has just changed its name to the W. F. Groom Motor Corporation. The same personnel and policies will be continued, it was said. Officers of the new corporation are W. F. Groom, president; S. W. Miner, vice-president; T. B. Rautenberg, treasurer; E. J. Weber, secretary.

GARAGE FOR 25,000 AUTOS PLANNED AT TACOMA

Tacoma, Wash., Dec. 26.—Proposing to erect a concrete and steel garage with a capacity of 25,000 automobiles on Stadium Way, near the City Hall, Dr. A. L. Goff, Tacoma, has asked the city council for lease of the city property on the proposed site of the building, which he estimates would cost \$1,169,000.

BENDEL JOINS REO FIRM

Newark, N. J., Dec. 26.—Fred J. Bendel, former Newark newspaper man, has just joined the local branch of the Reo Motor Car Company of New York at 520 Broad St. Mr. Bendel will act as advertising manager in addition to his duties as salesman.

Personal Items

SCHONIG SALES DIRECTOR

Chicago, Dec. 26.—Carl M. Schonig, formerly a south side automobile dealer, has just joined the S. & M. Chevrolet Company, at 8622 Commercial Ave., as director of sales. He has been identified with the industry for more than ten years.

WILLIAM V. GOLFORD

Bloomington, Ill., Dec. 26.—William V. Golford, 51 years old, for many years Cadillac dealer in this city, died in a Chicago hospital from blood poisoning. Burial was in Springfield, many dealers from this city, Chicago and Lincoln attending.

DYCE WITH HUDSON-ESSEX

Youngstown, O., Dec. 26.—Homer Dyce has just joined the sales force of F. G. Maas, dealer in Hudson and Essex automobiles. Mr. Dyce is a veteran automobile man.

LEWIS IN NEW POST

Los Angeles, Dec. 26.—Billy Lewis, formerly assistant sales manager for a local dealer, is now a member of the retail sales organization of the W. P. Herbert Company, Chandler and Cleveland representative.

LIEZT SERVICE MANAGER

Salem, Ore., Dec. 26.—Harris Lietz, formerly assistant shop foreman with the Valley Motor Company, Ford dealer, has been made service manager of the firm.

SHACKLETON SEEKS LEAD

Buffalo, N. Y., Dec. 26.—H. J.

Shackleton, salesman for the local Overland Knight Company, Inc., winner of last year's national Oakland sales contest, is seventh on the national list this year, with but a narrow margin between him and the leader. Mr. Shackleton said he hopes to overcome the lead before January 1.

Incorporations

NEW YORK STATE

Albany, Dec. 26.—Automotive incorporations just announced by the secretary of state are the following:—

Bronx Reo Company, Inc., Bronx; \$30,000; automobiles; Marie V. Meyer, Frederick E. Meyer and Joseph G. Meyer, all of 2428 Grand Concourse, New York city.

Veal-Rice Tire Company, Inc., New York county; 300 shares, no par value; automobiles, trucks, etc.; M. E. Patterson, E. H. Kidder and G. R. Schumann, all of River Road, Buffalo.

Park Avenue Auto Renting Service, Inc., Manhattan; \$20,000; automobile business; Samuel C. Wood, H. C. Hand and M. A. Castaldi, all of 159 Broadway, New York city.

Luxor Taxi Corporation, Brooklyn; \$10,000; motor vehicles; Max M. Harelick, 86 Morton St.; Irving Harelick and Louis Gurdus.

Fall Mall Garage, Inc., Bronx; \$20,000; to operate garage and business of real estate agent; Sarah De Meo, 783 Cauldwell Ave., Bronx, and William and Mathilda Koerlin.

Locomobile Sales of Staten Island, Inc., Stapleton, S. I.; \$20,000; automobiles; Ben Levey, 59 Beach St., Stapleton; James J. Curran and P. E. Dryander.

Marsh-Smith Motor Sales Company, Inc., Queens county; \$5,000; manufacture motors, engines, automobiles; H. F. Marsh, 7 Glenwood Ave., Little Neck, N. Y.; Ida L. Smith and George E. Mulry.

Mirror Taxi Corporation, New York county; \$10,000; taxicab business; Charles Gluckman, 225 East 2d St., Brooklyn; Max Rubin and William Whitaker.

Schultz, Muller & Burtis, Inc., Queens Village; \$75,000; manufacture motors and engines; A. G. Schultz, 1357 Pacific St., Brooklyn; J. Q. Burtis and Charles W. Muller.

Coral Garage, Inc., New York county; \$20,000; storage of motor vehicles; Helen Wolfson, Beatrice Tow and Mary Kaufman, all of 276 5th Ave.

Dury Motor Car Company, Inc., Flushing; \$10,000; automobiles; Alphonse Dury, 67 Broadway, Andrew Mannille and Edward Wanamacker.

George E. Temple, Inc., New Rochelle;

NEW JERSEY

Trenton, N. J., Dec. 26.—The following concerns have just been incorporated here: Irvington-Overland, Inc.; 500 shares, no par value; Newark; Harry Rudensen, Beatrice L. Rudensen and Harry A. Simonstack; deal in automobiles.

Passaic County & New York Coach Company, Passaic, N. J.; \$100,000; operate buses; Thomas F. Finn, John W. Clare and Elsie I. Matthews.

Silk City Bus Company, Paterson; 1,000 shares of \$100 each; Raffaele Nazzaro, Anna Nazzaro and Jessie Nazzaro.

Clinton Sales, Inc., Newark; \$15,000; deal in automobiles; Gordon Baker, R. J. White and Mary E. Cook.

Malickie Bus Company, Jersey City; 1,250 shares of \$100 each; operate buses; John Malickie, Frank H. Higgins and Fred A. Teese.

Centre
of New York's
Activities

**HOTEL
CONTINENTAL**

Broadway and 41st St.
NEW YORK

Room with Bath
\$3.00 & upwards

—and Mr. Hershey of Hershey Co. READS the A. D. N.

HERSHEY MANUFACTURING COMPANY



MANUFACTURER OF
Theftproof
AUTOMOBILE LOCKS

CHICAGO, ILL.,

October 26th, 1925.

Automotive Daily News,
1926 Broadway,
New York City, N.Y.

Attn. Mr. Alexander Johnston, Editor.

Gentlemen:

I have been reading Automotive Daily News for about two weeks and it seems to me that there is a need for a real up-to-the-minute newspaper in the automotive industry. To back up our belief in this we have given you our subscription for one year.

Wishing you every success in your new venture,

We are

Very truly yours,

HERSHEY MFG. COMPANY

J. Hershey
President

JCH:JG

Improvements

TO ERECT \$100,000 HOME

Chicago, Dec. 26.—The Northwest Buick Company, 3444 Lawrence Ave., has just broken ground for its \$100,000 new two-story home at Hamlin and Lawrence Avenues. It will be of brick and stone construction, 110 by 125 feet, and will be occupied entirely by the company.

OPENS BUILDING JAN. 1

Olympia, Wash., Dec. 26.—Olympia Motors, southwest Washington Ford distributor, will open its new home to the public on New Year's Day, according to L. E. Titus, president. It is located at 4th and Cherry Streets.

RAMP TO SECOND FLOOR

Texarkana, Ark., Dec. 26.—Improvements on a two-story warehouse at 3d and Elm Streets, recently purchased by the Dreyer Motor Company, are being made. They will include a wooden ramp to the storage room on the second floor.

PLAN SALES BUILDINGS

Los Angeles, Dec. 26.—Plans have been completed for a group of automobile sales buildings to be built on Sunset Boulevard, between St. Andrews Place and Western Avenue. They will cover a frontage of 300 feet, and will cost approximately \$100,000.

Advertisers Scheduled in the Automotive Daily News

Ambu Engineering Co.
Apperson Automobile Co.
Auburn Automobile Co.
Automotive Rotary Lift Co.
Bendix Brake Co.
Buick Motor Co.
Byrne-Kingston Co.
Chevrolet Motor Co.
Chrysler Sales Corp.
Continental Motors Co.
Detroit Carrier Mfg. Co.
Durant Motors, Inc.
Eclair Motor Car Corp.
Flint Motor Co.
Frick Brothers, Inc.
General Motors Corp.
Hayes Wheel Co.
Hewitt Rubber Co.
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